



For Immediate Release

**VIRAL VIDEO HITMAKERS, THE HOLDERNESS FAMILY,
BRING THEIR COMEDIC WIT TO TV WITH A
NEW UP ORIGINAL SERIES**

“THE HOLDERNESS FAMILY”

**Following the Special One-Hour Season Finale of “Bringing Up Bates,”
Two Back-to-Back Episodes Premiere Exclusively on
UP on Thursday, March 26 at 10 p.m. EST**

**Family’s YouTube Parody Videos Seen By Over
33 Million People to Date**

ATLANTA – March 5, 2015 - First family of viral video, The Holderness family – best known for their hit musical parodies “Xmas Jammies,” “All About that Baste” and recent SuperBowl anthem “It’s Sunday Night” – are coming to television with their own original reality show. The fun-loving family – whose online videos have been seen by 33 million people to date; are regularly featured across media (i.e., “Today,” BuzzFeed.com, *USA Today* and *US Weekly*); and been parodied on “SNL” – will star in **“The Holderness Family”** (previously announced as “#Holderness”). The series will premiere exclusively on UP in back-to-back episodes on **Thursday, March 26 at 10 p.m. EST**, following the special one-hour season finale of UP’s first breakout reality series “Bringing Up Bates,” its highest-rated series ever.

Produced by Figure 8 Films (UP's hit "Bringing Up Bates," "19 Kids and Counting") and Greenroom Communications, **"The Holderness Family"** follows husband-wife team Penn & Kim through their adventures as they launch a demanding start-up digital content business – and juggle the joys and challenges of parenthood. In back-to-back premiere episodes, fans will see how the Holdernesses combine and manage their work and life, all now based at home. As part of their new company, Greenroom Communications, Penn & Kim pitch, produce, mix and digitally distribute custom spots for clients, as well as each new, catchy family video – some of which will premiere as part of the show and online at www.UPTv.com. Recently, the Holdernesses have worked on campaigns for Hidden Valley Ranch, Weight Watchers, children's clothing store Chasing Fireflies, and Hasbro's Monopoly.

Meanwhile, Penn & Kim are active parents, raising the loves of their life – their two young children Lola (8) and Penn Charles (5) – as the kids navigate school, sports and other activities. In the end, viewers will find that the Holderness family have a unique ability to find humor in everything they encounter. They are self-deprecating, funny, hip – but at their core a very *normal* – and loving family.

In the debut episode, Penn and Kim prepare to produce a brand-new video, entitled "Mommy and Daddy Time," featuring an original song by Penn. Unfortunately, the entire family gets the flu, giving the term "viral video" a whole new meaning. In episode two, they take on a project for PAWfect Match, a non-profit pet rescue and adoption service. Each episode opens with a brand-new Holderness family version of the 1979 pop song, "Makin' It," originally recorded by David Naughton (*An American Werewolf in London*, "Granite Flats").

"In the last year, the Holderness family have made their mark as one the hottest creators of viral content with clever, catchy and extremely funny parodies and original songs," said Amy Winter, UP's executive vice president and general manager. "With '**The Holderness Family**,' viewers will see for the first time how Penn & Kim Holderness take their day-to-day chaos and turn that into universal themes about parenthood and family, but with a unique sense of humor that millions of fans have already come to love."

Residents of Raleigh, NC, Penn Holderness is a former local TV news anchor and Kim Dean Holderness is a former TV news reporter. Together, they have used the overwhelming success of their family's lovable viral video, "Xmas Jammies," to launch a unique family business. Their home-based company, Greenroom Communications (visitthegreenroom.com), creates comedic videos for clients looking for a fresh way to advertise. They struggle with learning how to work together as spouses while co-parenting their adorable children.

UP presents "**The Holderness Family**," an UP Entertainment production in association with Figure 8 Films and Greenroom Communications. Executive Producers are Bill Hayes and Kirk Streb. Director and Producer is Jen Stocks. Senior Production Manager is Kami Winningham. Producers are Deanie Wilcher and Mary Wilcher.

Follow the Holderness family at:

- www.UPTv.com

- Online at www.TheHoldernessFamily.com, on YouTube at www.youtube.com/channel/UCI2axinLKd00nMBW6RTASag, on Facebook at www.facebook.com/TheHoldernessFamily and on Twitter [@Pennholderness](https://twitter.com/Pennholderness) and [@kimjdean](https://twitter.com/kimjdean)

About UP

UP is the television network dedicated to uplifting viewers every day with original and acquired movies, reality and dramatic series, comedies and music specials. One of the most trusted family-friendly networks on cable, UP can be seen in a 69 million homes on cable systems and satellite providers across the United States in both standard and high definition. Along with its mission to entertain, uplift and inspire viewers, UP's pro-social initiative "Uplift Someone" reminds and inspires people to do simple acts of kindness. Based in Atlanta, UP is a division of UP Entertainment, LLC and provides sales and operations services to the ASPIRE network.

Follow UP on the Web at www.UPtv.com, on Facebook at <https://www.facebook.com/UPtv>, Twitter on [@UPtv](https://twitter.com/UPtv) and Instagram at UP_TV.

About Figure 8 Films

For over 20 years, Figure 8 Films has been creating some of the most popular shows on television. From its ground-breaking series "The Operation" and the pop-culture phenomenon of "Jon and Kate Plus 8" to the currently airing "Salvage Dawgs," "Sister Wives" and "19 Kids and Counting," the goal has remained the same-- telling entertaining true stories about real people. Whether the subject is a documentary or docu-series, our goal is to connect the viewer with our characters in an emotional way, from laughter to tears, and create a relationship that lasts beyond the final frame of the program. With some of the longest-running series currently on television, we're happy to say our approach continues to be a winning formula for success. As the company slogan says: Another Day, Another Adventure!

About Greenroom Communications

Greenroom Communications (visitthegreenroom.com) is a video production company with a sense of humor. We are innovative, we are high-energy, and we are full service. Our mission is to tell authentic stories through video that elicit an emotional response and compel people to share. Complementing our video expertise, we also provide a host of digital marketing and media training services to help your company connect with audiences both on and offline.

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